

## WHAT IS CLAIMED IS:

- 1 1. A system for intellectual property development, marketing and maintenance, the system
- 2 comprising:
- 3       an intellectual property marketing system to manage the marketing of an intellectual
- 4 property asset, the intellectual property asset based at least in part on an innovation submission
- 5 of an innovator; and
- 6       an innovation maintenance management system to manage rewarding of the innovator
- 7 based at least in part on the innovation submission, the innovation maintenance management
- 8 system being coupled to the contract management system.